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wherein the medium includes fields for specifying an identification of the machine, an address of the machine, and user-profile information for a unique user, for use in determining a type of content to transmit to the machine, the user-profile information being specified in an hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine.

11. A method for compiling and maintaining information for use in routing and transmitting content to a machine via a network by specifying particular fields within a computer-readable medium, comprising:

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receiving information for use in generating a user profile for a unique user;

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specifying in the medium, using the information, an identification of a machine, an address of the machine, and user-profile information for use in determining a type of content to transmit to the machine; and

storing the user-profile information in an hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine.

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26. A method of accessing information for use in routing and transmitting content to a machine via a network, comprising:

establishing a network connection from a machine;

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accessing via the network connection an hierarchical attribute value pair data structure stored in a computer-readable medium, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine; and

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transmitting information via the network connection for specifying in the data structure an identification of the machine, an address of the machine, and user-profile information for a unique user, for use in determining a type of content to transmit to the machine.

32. An apparatus for accessing information for use in routing and transmitting content to a machine via a network, comprising:

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a network module for establishing a network connection from a machine;

an access module for accessing via the network connection an hierarchical attribute value pair data structure stored in a computer-readable medium, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine; and

a transmit module for transmitting information via the network connection for specifying in the data structure an identification of the machine, an address of the machine, and user-profile information for a unique user, for use in determining a type of content to transmit to the machine.

82. An apparatus for compiling and maintaining information for use in routing and transmitting content to a machine via a network:

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a means for receiving information for use in generating a user profile for a unique user;

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a means for specifying in the medium, based on the information received, a machine, an address associated with the machine, and user-profile information for use in determining a type of content to transmit to the machine; and

a means for storing the user-profile information in an hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure further comprising a data structure wherein the attribute value pair is independent of the hierarchical structure.

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106. A computer-readable medium containing programming instructions for controlling a computer system which routes and transmits content to a machine via a network, by:

receiving information for use in generating a user profile;

specifying, using the information, an identification of a machine, an address of the machine, and user-profile information for use in determining a type of content to transmit to the machine; and

storing the user-profile information in an hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adapted for being shared with at least one second machine.

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130. A computer-readable medium containing programming instructions which control a computer system, the computer system being used to route and transmit content to a machine via a network, by:

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establishing a network connection to a machine;

accessing via the network, a hierarchical attribute value pair data structure, the hierarchical attribute value pair data structure further comprising a data structure wherein at least one attribute value pair is independent of the hierarchical structure and is adaptable for sharing with at least one second machine; and

transmitting information, via the network connection, which specifies an identification of the machine in the data structure, an address of the machine, and unique user-profile information for use in determining a type of content to transmit to the machine.

136. An apparatus for accessing information for use in routing and transmitting content to a machine via a network, comprising:

a means for establishing a network connection to a machine;

a means for accessing, via the network connection, a hierarchical attribute value pair data structure stored in a computer-readable medium, the hierarchical attribute value pair data structure further comprising a data structure wherein the attribute value pair is independent of the hierarchical structure; and

a means for transmitting information via the network, wherein the information is specified in the data structure and includes an address of the machine and unique user-profile information; wherein the user-profile information is used to determine a type of content to transmit to the machine and is shared with at least one second machine.